

Summer 2022

Insiders Report™

100+

exciting new PC® products and
ideas to make the most of summer*

*Exclusively
where
PC® products
are sold



Welcome to the PC® Insiders Report™ summer edition

WHAT DO YOU FEEL LIKE?

Drinks

BBQ

Pizza

Sides

Desserts

Contents



Drinks

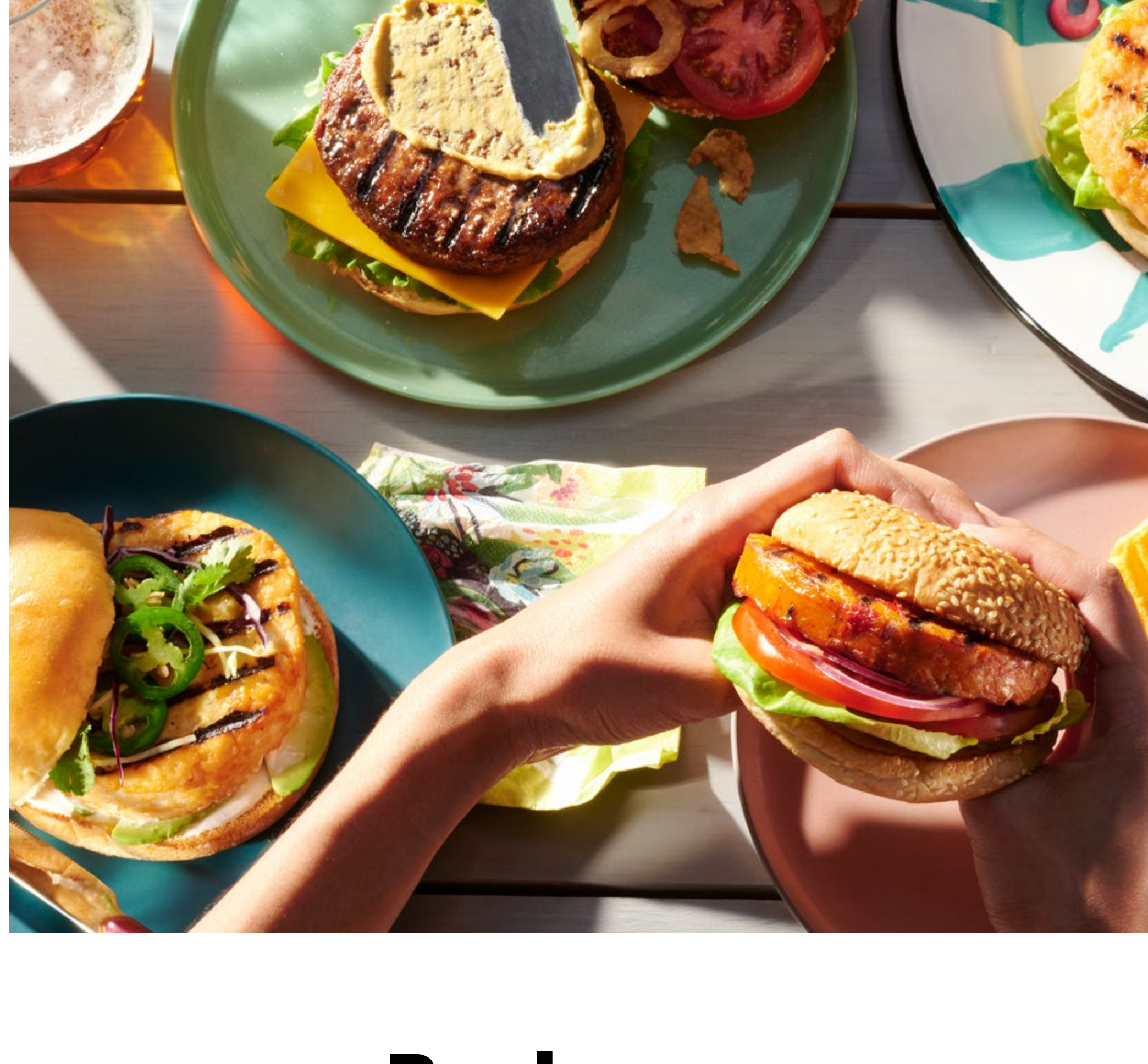
Raise a glass to our official drink of summer:

PC® Pomegranate Lemonade

Recipe: Pomegranate Lemonade Frosé

New fun and flavourful PC® drinks

that have it all (except the ice)



Barbecue

Our new PC® Maple Soy Cedar Plank

Atlantic Salmon is so easy, you can make it

any time—it's its own special occasion

8 PC® products that make a meze feast

This summer has a new sauce:

PC® Black Label Gold Barbecue Sauce

Recipe: Spiralized Hot Dogs with Gold Sauce Mayo

6 PC® Black Label condiments

for your summer barbecue and beyond

Join the veggie burger revolution with our

PC® Plant Based Chickpea & Sweet Potato

Veggie Burger

6 new and super simple PC® barbecue essentials



Pizza

Hot pizza, hot price: meet our

new PC® Propane-Powered Pizza Oven

Recipe: Halloom and Za'atar Pizza

4 PC® essentials for

backyard pizza parties all summer long



Sides

9 PC® Hot Peppers to try this summer

Recipe: Charred Anaheims with Herbed Ricotta

3 ways with PC® Grilled Ready Veggie Eggplant



Desserts

3 ways to chill out with PC® frozen treats

3 unexpected ways to top

PC® Cream First™ Vanilla Ice Cream

A pie to rule them all:

PC® The Decadent® Double Chocolate Cream Pie



Summer hacks

6 easy PC® picnic essentials

you can buy all at once

5 simple summer meal plans



*“Got my PC® Insiders Report™
today in the mail...I LOVE IT!!!!”*

—Clorise

Welcome to Summer

Canadians, including Clorise, know something special is about to happen when a new PC® Insiders Report™ edition arrives. We wait so long for summer to come, but when those hot days finally start to stretch into one another, it's more than a season—it's a celebration. And there's no better way to make the most of it—every meal, every moment—than with this shiny new PC® Insiders Report™ summer edition, packed with loads of new products, recipes and entertaining ideas.

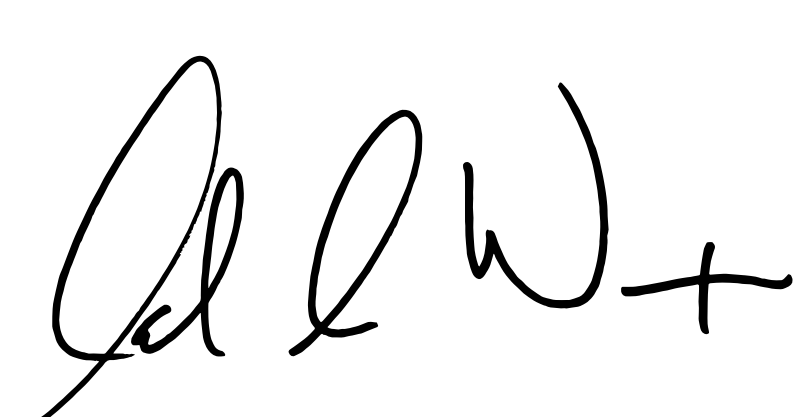
What I enjoy most as I flip through, though, are the stories behind the products. Our PC® Product Developers travel and test and never tire in their quest to make the very best, tastiest foods for you to discover, and they've really delivered this summer. Of course, I always have a few personal favourites, so let's get into them.

My family is a dessert family. To start off then, a treat so off-the-charts chocolatey, I'm fairly sure it will make your summer 500% better. Our new **PC® The Decadent® Double Chocolate Cream Pie** is cool, creamy and everything you expect a decadent dessert to be.

Next, our super delicious **PC® Maple Soy Cedar Plank Atlantic Salmon**. Naturally, our PC® Product Developers found a genius shortcut for this typically time-consuming meal. The fish comes glazed on a presoaked cedar plank. You just thaw it and grill it. How did they do it?! I predict this salmon will be a big hit this summer.

Last but not least is the one we're calling our official drink of summer. Pomegranate juice really cuts the sweet taste in our new **PC® Pomegranate Lemonade**, making it more of a tangy adult lemonade. I can't stop drinking this one.

Summer is finally here, and it's time to raise a glass and party. And when you discover the PC® products that make the season for you, I hope you'll tell me about them at #HeyPC.



GALEN WESTON JR.
President of Loblaw

What is #HeyPC?

Real customer questions are sprinkled throughout the book. When you tag us with #HeyPC, we do our best to deliver. Use #HeyPC to reach us on your favourite social channel—let us know what you think about the summer collection and what we can do better. We're listening!

Drinks



Raise a glass to our official drink of summer: **PC® Pomegranate Lemonade**

Sip it, slurp it or spike it. Whatever you need, our sweet-tart PC® Pomegranate Lemonade is here for you.

You can never have too many flavours of lemonade. Why, you ask? Because it's like a good friend, always there for you. On days when you wish you were on vacation but are just in your backyard, a glass of **PC® Jalapeno Lemonade** is there to spice things up. Feeling adventurous? Take your taste buds to Japan with the unforgettable **PC® Honey Yuzu Citrus Flavoured Lemonade**. And when it's 3 p.m. and the kids are hot and cranky, a pitcher of **PC® Peach Lemonade** can save the day (parents, we salute you for spiking your cup). So what flavour could we possibly add next?



PC® Pomegranate Lemonade

1.89L less than 2 \$2.79/ea
21425929_EA

Cue the newest wildly delicious member in our lemonade family: **PC® Pomegranate Lemonade**. It's our official drink of summer, giving you an explosion of taste that's just the right amount of sweet and tart, and 100% crushable. Pomegranates are native to the Mediterranean and prized for their flavour, aroma and deep ruby colour. We ran with those mouth-watering characteristics and believe we created the tastiest pomegranate lemonade on the market (in our humble opinion).

"The new PC® Pomegranate Lemonade will 100% quench your thirst with its tangy, sweet and refreshing flavour. Tastes like summer!"

—ANDREW SAMUELS & SHELLEY TOMPSON,
No Frills® Owners

The juice of real pomegranates is injected into our lively **PC® Original Lemonade**, which uses real lemon juice (no artificial flavours here). We think the result tastes like biting into a juicy pomegranate.

Our PC® Pomegranate Lemonade is, of course, perfect on its own, but our lemonades are made for mixing. It will brighten up any mocktail (we've got you, kids) or highball (we're all over how easy it is to make a tangy and modernized Tom Collins).

As your perfect hot weather companion, our new lemonade is meant to be savoured on the deck after a long day at work or paired with every grilled dish at your next party. Grab a few bottles, because whatever your summer may bring, a glass of PC® Pomegranate Lemonade is always the answer.

recipe

Pomegranate Lemonade Frosé

“This is the grown-up version of my favourite childhood summer drink,” says PC® Chef Amanda Barnier. It’s loaded with rosé wine and gets a sweet-tart punch from PC® Pomegranate Lemonade.



SERVES 8 PREP TIME 15 MINS READY IN 5 HRS, 15 MINS

1 750 mL bottle rosé wine (alcoholic or non-alcoholic)

2 tbsp whole green cardamom pods

½ cup simple syrup

4 cups PC® Pomegranate Lemonade, chilled

⅔ cup fresh or frozen pomegranate arils (optional)

fresh mint sprigs (optional)

1 Pour wine into 13 × 9-inch metal cake pan or glass baking dish. Freeze until flaky, 5 to 6 hours. (If using non-alcoholic wine, stir with a fork once or twice throughout to prevent it from freezing solid.)

2 Meanwhile, crush cardamom on cutting board using bottom of small saucepan until slightly cracked; scrape into saucepan. Heat over medium heat, stirring often, until fragrant, 1 to 2 minutes.

3 Add simple syrup to saucepan; bring to a simmer. Cover and cook for 3 minutes. Remove from heat; let stand, covered, until cooled to room temperature.

4 Break up wine into chunks using fork. Combine wine and lemonade in blender. Strain cardamom syrup through fine-mesh strainer into blender. Blend until slushy.

5 Divide among serving glasses. Garnish with pomegranate arils and mint (if using).

Watch us make it

#HeyPC

"I'm looking for summer mocktails!"

—@doll0013



A jolt of coffee
with the fizz of
kombucha—it's
a mashup you've
got to taste.

New fun and flavourful PC® drinks that have it all (except the ice)

On a hot summer day, you don't want just one drink, you want options. The coolest choices have a PC® label, whether you feel like something fruity, fizzy or a little refined, we do variety very well. Drink any of these straight up, blended with ice, spiked—it's your hydration journey, let the drinks be your guide.



PC® Perfectly Purple Blueberry Açaí Smoothie Blend

450g \$4.99

21397915_EA



PC® Sauvignon Blanc Dealcoholized Wine with Natural Flavour

750ml \$5.99

21403389_EA



PC® Organics Coffee Kombucha

473 ml \$2.99

21396313_EA



PC® Pomegranate Lemonade

1.89L 2/\$5,
less than 2 \$2.79/ea

21425929_EA

WHAT DO YOU FEEL LIKE?

Home

BBQ

Pizza

Sides

Desserts



health

POINTS FOR STEPS? YOU GOT IT

Walking more, drinking more water—sure, it's good for you, but it's also great for your PC Optimum™ points balance! Just sign up for points-rewarding programs in the *PC Health* app—including step, nutrition and fitness programs—and earn points when you complete daily health activities. Another big perk: being able to book appointments with health-care professionals and other resources when you need them.

Download the *PC Health* app today!

Barbecue



Our new PC® Maple Soy Cedar Plank Atlantic Salmon is so easy, you can make it any time—it's its own special occasion

Cedar plank: We soaked it. Responsibly farmed salmon: We glazed it. Dinner: You just grill it.

Burnt sugar, overly smoky fish and a charred plank you didn't take enough time to soak: These are the images (and smells) that may come to mind when you think about making cedar plank salmon. Not super compelling. But when our PC® Product Developers think about this dish, they get really excited—and highly motivated. Finding just the right way to take the fussiness out of a dish like this is what they live for. Starting today, when you think about our new **PC® Maple Soy Cedar Plank Atlantic Salmon**, envision everything frozen in one pack, the plank presoaked, with perfectly marinated fish on top. Just thaw it and grill it. Can you imagine anything easier?



PC® Maple Soy Cedar Plank Atlantic Salmon

500g

21444230_EA

It requires no planning, and no special occasion is necessary. You can make it at the cottage, over a campfire or on any ordinary weeknight, because all of the prep work is done. We marinate a four-portion piece of ASC-certified Atlantic salmon in a lightly gingery, sticky, sweet-salty sauce made with real Canadian maple syrup and soy sauce. Then we seal it up and flash-freeze it on a presoaked cedar plank. It's easy to make and doesn't create a lot of mess.

You can cook your salmon in the oven or on the barbecue, but there's something about the whiff of cedar smoke when you open the grill. "Things start to change under that hood," says PC® Product Developer Jackie Dalimonte. "The marinade begins to caramelize and turn into a shiny glaze; the plank starts to darken and char, which creates a layer of smokiness. By the time it's done cooking, the salmon is just so moist."

Happy Tuesday.

Watch us make it

“Love experimenting with international foods. How can I incorporate them into barbecue dining?!!”

–@pwillettkinsella



8 PC® products that make a meze feast

You know when you set out a casual spread of snacks and appetizers in the middle of the day, and by the time the sun goes down you're still eating even though you are very full? Everything is just so satisfying, you can't stop—and won't stop. In true PC® style, we've not only made this type of feast easy, but we've made it irresistible with meze-inspired items. Meze means grazing, Middle Eastern-style, with small bites that are big on flavour, texture and colour. The best bit: All of these dishes require minimal (if any) prep and can be mixed and matched. Some can even be served right off the grill—just heat frozen spiced meatballs alongside fluffy flatbreads, spoon out the dips and dig in.



PC® Za'atar Hummus **Chickpea Dip and Spread**

**280g 2/\$8,
less than 2 \$4.49/ea**

21446583_EA



PC® Moroccan **Shakshuka Cooking Sauce**

**440ml 2/\$7,
less than 2 \$3.99/ea**

21427724_EA



PC® Khubz **Middle Eastern-Style Pita**

400g \$2.99

21431960_EA



PC® Kofta **Beef Meatballs**

907g \$8.99

21446169_EA



PC® Barbari **Flatbread**

250g \$2.99

21432500_EA



PC® Black Label **Aleppo Pepper Seasoning**

70g \$5.99

21431146_EA



PC® Grilled Ready **Veggie Eggplant**

400g \$4.49

21432028_EA



PC® Turmeric **Ginger Vinaigrette**

350ml \$2.99

21425053_EA

Kat's Pick



PC® BARBARI FLATBREAD

Sharing platters are my go-to, and this flatbread will be my new centrepiece. I'll grill it and

serve it warm on a grazing platter or charcuterie

board so guests can just rip, dip and enjoy.

—KATHLYNE ROSS,

Vice President of Product Development, Innovation and Sustainability

Get more meze



This summer has a new sauce: PC® Black Label Gold Barbecue Sauce

It will have you hooked after one tastes—and it's cheaper than a trip to South Carolina!

Ever sip barbecue sauce straight from the bottle? No? That's probably because we've been living in BGS days—before gold sauce, that is. Things are different now.

Confession: When we first tried PC® Black Label Gold Barbecue Sauce, we

wanted to smuggle it out of the PC® Test Kitchen under our notebooks. We didn't. But we wanted to. This tangy mustard-based sauce will make you do things you never thought you would—it's that good.

Our version may be new, but gold sauce has a history south of the border, where barbecue pits are a way of life. In Charleston, South Carolina, specifically, barbecue is bathed in its trademark, deeply beloved mustard-based sauce. The PC® twist is that we make ours in small batches in Canada from domestic and imported ingredients, like mustard seeds and apple cider vinegar. It's bold, with a brightness to balance the sweetness. It also has a slightly thinner consistency than red barbecue sauces, which is intentional. This makes it super versatile: You can use it to marinate, baste, finish or dip. It's tremendously good on pork, chicken, grilled vegetables or our creamy Halloom. You might even sip it from the bottle. Don't say we didn't warn you.

Kat's Pick



PC® BLACK LABEL GOLD BARBECUE SAUCE

I put this on everything—chicken, pork and veggies. But I also love it as a dip, mixed with mayo or in mustard-based vinaigrettes. No pun intended, but I know we've really struck gold when we make a product this versatile.

—KATHLYNE ROSS,
Vice President of Product Development, Innovation and Sustainability



PC® Black Label Gold Barbecue Sauce

350 mL

21406063_EA

recipe

Spiralized Hot Dogs with Gold Sauce Mayo

“You don’t make friends with salad,” says PC® Executive Chef Allison Jones. Her go-big-or-go-home attitude inspired her to make this fun recipe that you must try at your next barbecue.



We didn’t just spiralize the hot dogs so they look fancy. This trick makes nooks and crannies for the sauce and toppings to nestle into.

SERVES 6 PREP TIME 20 MINS READY IN 30 MINS

2 tbsp + ⅓ cup PC® Black Label Gold Barbecue Sauce, divided

⅓ cup mayonnaise

6 jumbo pork wieners

6 hot dog buns

ketchup, for topping (optional)

¼ cup thinly sliced red onion

potato chips, for topping (optional)

PC® Crispy Jalapeños or PC® Crispy Onions, for topping (optional)

1 Preheat barbecue to medium-high. Oil grill.

2 Stir 2 tbsp barbecue sauce with the mayonnaise in bowl. Set aside.

3 Insert 12-inch wooden skewer lengthwise all the way through 1 wiener. (If skewer sticks out the side of the wiener, remove skewer and try again.) Holding skewer handle, place wiener on cutting board. Using paring knife, cut into wiener at a slight angle until you hit the skewer; turn wiener and continue cutting and turning until you reach the other end (try to space out the cuts by about ½ inch). Remove skewer and transfer wiener to plate. Repeat with remaining wieners.

4 Brush wieners all over with remaining ⅓ cup barbecue sauce, making sure you get sauce in between spiral cuts. Grill on preheated barbecue, turning often, until charred, 6 to 8 minutes. Grill buns, turning once, until golden, about 2 minutes.

5 Squeeze ketchup (if using) into buns. Divide wieners among buns and top with mayonnaise mixture and red onion, dividing evenly. Sprinkle with potato chips and crispy jalapeños or onions (if using).

Watch us make it



6 PC® Black Label condiments for your summer barbecue and beyond

Did you bring a treasure back from your travels, or do you just know when to use the right PC® Black Label product in a dish? Make them wonder—or share your secrets—with these essentials.

Everyone wants to be that person at the barbecue. You know the one who gets all the attention for their dish: How did you make this? What is in this salad? Where is that incredible flavour coming from? With a few clutch products from the PC® Black Label collection, you could be the one smugly fielding all the fawning questions. Maybe you tucked a few jars of something special into your suitcase on your extensive summer travels—or maybe you simply found it at the grocery store and you can't wait to share with everyone how incredible and easy it really is. With more than 200 items in the collection, PC® Black Label products will give you the stories and the solutions, from sauces you can build a meal around, to just the right finishing flavour hit.



PC® Black Label Crispy Chili Crunchy Condiment

21347214_EA



PC® Black Label Yuzu Citrus Hot Sauce

21371714_EA



PC® Black Label Tres Pimientos Hot Sauce

21371675_EA



PC® Black Label Smoky Bourbon Rub Spice Blend

21400352_EA



PC® Black Label Basil Pesto

21339514_EA



PC® Black Label Pizza Sauce

21040482_EA

Watch for more spicy ideas

How do you
make a delicious
veggie burger?
Use real
vegetables!



Join the veggie burger revolution with our **PC® Plant Based Chickpea & Sweet Potato Veggie Burger**

Ready to revolt against hard, dry and sad veggie burgers? Join us—we made one even meat eaters will love.

That hungry vegetarian at the barbecue. You know the one (you've maybe even been them)—eating that hard, dry burger with approximately 16 toppings to hide the bland taste.

Oh, and it just crumbled down your shirt after one bite. Can you go home now? But it doesn't have to be like this. PC® has always had your back when it comes to plant-based foods, so we're starting a revolution for better veggie burgers. Ones that taste like vegetables and will make everyone else at the barbecue jealous. Say hello to our **PC® Plant Based Chickpea & Sweet Potato Veggie Burger**.



PC® Plant Based Chickpea & Sweet Potato Veggie Burger

452g

21433332_EA

Our new burger is made with real chickpeas and real sweet potatoes, and it doesn't shy away from showing you what it's got. Take a bite and you'll see the delicious sweet potatoes and ground chickpeas seasoned with tomato powder, garlic powder and onion powder.

"I've always thought there is so much potential for veggie burgers when they don't try to taste like meat. That's why I love the PC® Plant Based Chickpea & Sweet Potato Veggie Burger—the flavour and texture makes for the perfect burger!"

—NEERAJ MOHAN,
Brand Manager, Real Canadian Superstore®

Fans of our pre-made burgers know they don't just deliver on convenience but on taste too (we're looking at you, **PC® Thick & Juicy™ Sirloin Beef Burgers**, **PC® Thick & Juicy™ Chicken Burgers** and **PC® Atlantic Salmon Burgers**). And now you have an equally delicious veggie option for the grill. Has a veggie burger ever tasted better? We think not.

But just one of our new veggie burgers wasn't enough. We brought some heat with our new **PC® Plant Based Black Bean, Corn & Sweet Potato Veggie Burger** (452g \$7.99, 21431950_EA), made with black beans, corn, sweet potatoes and brown rice.

So go ahead and take a bite, because this is one burger that won't crumble as you eat.

See more ways to eat it

"I would love easy marinades and rubs for grilling chicken!"

-@rosmorton



6 new and super simple PC® barbecue essentials

New grilling season, new PC® grilling solutions. We make barbecue as uncomplicated as possible because isn't that the whole point? It doesn't get simpler than adding a bold sauce, rub or glaze to liven up juicy steaks and skewers and vegetables that are ready for the fire, and grabbing a toss-and-serve salad kit that's full of personality. (Say it with us: cornbread croutons.) The latest in PC® barbecue is here. Better preheat the grill, because this won't take long.



**PC® Black Label
Gold Barbecue Sauce**

350 mL \$3.99

21406063_EA



**PC® Black Label Smoky
Bourbon Rub Spice Blend**

90g \$5.99

21400352_EA



**PC® Hibiscus Glaze
with White Condiment**

250ml \$3.99

21425046_EA



**PC® Free From® Grass Fed
Australian Angus Beef
Tenderloin Steaks**

\$32.99/lb, \$72.73/kg

21456080_EA



**PC® Pork
and Smoky Bacon
Skewers**

400g \$15.99

21431163_EA



**PC® Chopped
Mexican-Style Street
Corn Salad Kit**

285g \$6.49

21448996_EA

WHAT DO YOU FEEL LIKE?

Home

Drinks

Pizza

Sides

Desserts



BUILDING POWER **FULL KIDS™**

We're already dreaming about back to school. From now until June 24, your school can apply to run the President's Choice Children's Charity daily meal program, Power Full Kids.™ And new this year, the charity is providing mealtime activities that encourage our kids to connect with one another over food, both in and out of school, at **powerfullkids.ca**.

To apply and learn more about our President's Choice Children's Charity programs, visit **pcchildrenscharity.ca**.

Pizza



Hot pizza, hot price: meet our new PC® Propane-Powered Pizza Oven

The new PC® Propane-Powered Pizza Oven is priced so incredibly, shockingly, astoundingly well, it's the summer of pizza.

We're not supposed to pick favourites, but the slick new **PC® Propane-Powered Pizza Oven**—a high-quality appliance at an amazing price—has us obsessed. And we're willing to bet you will be too.



PC® Propane-Powered Pizza Oven

21384534_EA

Buy it for the incredible price and quality and keep it for the restaurant-style pizzas it bakes up fast—and the fact that you've never been more popular in the neighbourhood. If you don't fall in love at first crust, we'll refund you, guaranteed*.

Not convinced? You should also know this nifty oven is backed by a five-year warranty and is easy to use, compact and portable, with folding legs so you can take it—and excellent pizza—with you all summer long.

If you know our **PC® Enameled Cast Iron** cookware, you know how obsessed we are with making quality cooking gear accessible. We want the PC® Propane-Powered Pizza Oven to empower more people to become the pizza chefs they were meant to be, at our amazing price. Outdoor pizza theatre and chewy, cheesy pies are in your hands.

The keys to nailing that restaurant-style crust are the 12-inch cordierite stone inside the oven and the adjustable flames that heat it to 500°C or 932°F. At that temperature, it only takes minutes to cook a pizza. In the interest of speed, you may want to turn your patio table into a pizza-making station. That way, each of your kids or guests can design their own pie, watch you give it a few turns in the oven with your **PC® Pizza Peel** and then serve it up with all the swagger of a pizza chef. Because this is the new way to entertain.

*Just bring the product, packaging and receipt back to the store where you bought it for a full refund.

See how to use it



recipe

Halloom and Za'atar Pizza

Manakish, a Lebanese flatbread topped with za'atar and cheese, is the inspiration for our new go-to summer pizza. “It’s big on fresh flavours,” says PC® Chef Charmaine Baan.



MAKES TWO 8" PIZZAS **PREP TIME** 25 MINS **READY IN** 30 MINS

all-purpose flour, for dusting

½ pkg (560 g pkg) frozen PC® Italian Tipo “00” Flour Pizza Dough (one 280 g dough ball), thawed

4 tsp olive oil, divided

2 tsp za'atar spice blend, divided

⅓ cup diced Halloom cheese (¼-to ½-inch dice), divided

1 cup cherry tomatoes, cut into quarters, divided

½ cup lightly packed fresh cilantro, mint and/or parsley leaves, chopped

EQUIPMENT

PC® Propane-Powered Pizza Oven

PC® Pizza Peel

1 Preheat pizza oven on high heat, about 15 minutes, then reduce heat to medium-low. Dust pizza peel generously with flour; set aside.

2 Divide dough ball in half; using hands, gently stretch one half from underneath into 8-inch round, leaving thicker 1-inch border for crust. Transfer to prepared pizza peel. Gently shuffle peel from side to side to ensure dough slides easily on peel; if it sticks, carefully remove dough and dust peel with more flour.

3 Brush 2 tsp oil over surface of dough and sprinkle with 1 tsp za'atar, leaving border uncovered. Top with half each of the cheese then tomatoes.

4 Slide pizza off peel and onto stone in pizza oven. Bake, using peel to rotate pizza every 15 to 30 seconds, until crust is evenly golden and crisp, 2 to 4 minutes. Remove from oven by sliding onto peel.

5 Stretch out remaining half of dough and top with remaining oil, za'atar, cheese then tomatoes. Repeat step 4. Sprinkle pizzas with herbs, dividing evenly. Cut into strips. Serve immediately.

Watch us make it

#HeyPC

*“I want easy foods
for outdoor entertaining!!”*

–@rkapogiannis



4 PC® essentials for backyard pizza parties all summer long

Imagine them gathered around your new **PC® Propane-Powered Pizza Oven** as you pull out a gorgeously blistered, bubbling, cheesy pizza. Everyone is in awe—they're stunned by the pizzas, of course, but also by the oven's unbelievable price. Your patio table has been transformed into a topping station and... is that a lineup forming down your street? It's the summer of the outdoor pizza party, and you're going to need all the essentials. Consider this your complete PC® pizza party kit.



**PC® Italian Tipo
“OO” Flour Pizza Dough**
560g \$3.99
21412185_EA



PC® Black Label Pizza Sauce
350ml \$4.29
21040482_EA



**PC® Propane-Powered
Pizza Oven**
\$299
21384534_EA

Available
For a
Limited
Time!



PC® Pizza Peel
\$29
21389635_EA

Available
For a
Limited
Time!

WHAT DO YOU FEEL LIKE?

Home

Drinks

BBQ

Sides

Desserts



MORE POINTS, FASTER

Prefer paying with debit but still want the PC Optimum™ points? Make a better choice with the PC Money™ Account, the only spending account that lets you earn PC Optimum™ points fast with every purchase, not just on groceries but everywhere. Here's the breakdown: You'll earn 10 points for every dollar you spend, anywhere you shop—in stores or online—and up to 25 points per dollar in Shoppers Drug Mart® stores. And to kick things off, when you sign up for a no monthly fee PC Money™ Account, for a limited time you'll receive welcome bonus offers for up to 200,000 points—that's worth \$200! We told you it was a fast way to earn points. Learn more about the PC Money™ Account at **pcfinancial.ca**.

Conditions apply.

Sides



9 PC® Hot Peppers to try this summer

Choose your own heat level with our PC® Hot Peppers collection. This lineup of bold, worldly peppers ranges from medium to scorching hot, for the curious to the very brave.

Didn't you say you wanted a little adventure this summer? Heat lovers, experimental home cooks and even the spice hesitant—this one's for you. Our new PC® Hot Peppers collection can take you out of your comfort zone. We've curated this range of nine (or more, depending on where you live) medium to scorching hot peppers from around the world, including popular varieties from Southeast Asia, Mexico and Jamaica.

With so many peppers to pick from, we're here to guide you. Each variety comes in a well-labelled pack, so there are no spicy surprises. Each pepper's heat level is clearly listed, with a rating from our colour-coded scale. It covers five levels (no mild here!): Medium (yellow), Hot (orange), Extra-Hot (light red), Fiery (dark red) and—for the brave—Scorching (burgundy). This may burn a little.



Find them in the produce section.

HOW HOT WILL YOU GO?

 MEDIUM  HOT  EXTRA HOT  FIERY  SCORCHING



Anaheim

HEAT 

Smoky, sweet and tangy, these pack heat that doesn't overwhelm or linger too long. Phew.

PC® Anaheim Hot Peppers

170g \$4.99

21454729001_EA



Poblano

HEAT 

Slightly sweet and similar in flavour to green bell peppers, they mellow when cooked—you may want to try them this way first.

PC® Poblano Hot Peppers

226g \$4.99

21454747001_EA



Jalapeño

HEAT  

With a familiar, versatile heat, they're good pickled, stuffed with cheese or speared as a spicy cocktail garnish.

PC® Jalapeño Hot Peppers

226g \$4.99

21454762001_EA



Pencil Hot

HEAT  

Used in Southeast Asian cooking, these peppers come in a rainbow of colours. Use them to spike your stir-fries.

PC® Pencil Hot Hot Peppers

80g \$4.99

21454333001_EA



Green Thai

HEAT   

A small, slim chili pepper with big heat, it turns red—like your face?—as it ripens.

PC® Green Thai Hot Peppers

113g \$4.99

21454049001_EA



Red Thai

HEAT   

The ripe version of green Thai chilies, these ones are commonly used in red curry.

PC® Red Thai Hot Peppers

75g \$4.99

21454495001_EA



Scotch Bonnet

HEAT    

This one's inspired by the legendary Caribbean pepper used in authentic jerk. If you can get past the heat, you'll discover a sweet, almost fruity aroma.

PC® Scotch Bonnet Hot Peppers

113g \$4.99

21454569001_EA



Habanero

HEAT    

A hero ingredient in regional Mexican cuisine, these are best grilled until blistered and smoky.

PC® Habanero Hot Peppers

50g \$4.99

21454511001_EA



Ghost Pepper

HEAT     

Proceed with caution (gloves mandatory)! Mince a bit to add to a sauce or salsa, and serve with something fatty, like pork or coconut milk, to balance the heat.

PC® Ghost Pepper Hot Peppers

50g \$4.99

21454335001_EA



recipe

Charred Anaheims with Herbed Ricotta

This messy convergence of creamy, spicy, tangy and smoky flavours is your new summer salad. “It’s full of herbs and spice and zest,” says PC® Chef Carrie Rau.



Dinner’s all planned:

Serve up this salad with grilled sausages or a plant-based protein.

SERVES 4 PREP TIME 15 MINS READY IN 30 MINS

1 pkg (170g) PC® Anaheim Hot Peppers

2 fennel bulbs or red onions (or 1 of each)

4 tsp olive oil, plus more for drizzling

¼ tsp + pinch each salt and black pepper, divided

1 cup smooth ricotta cheese

2 tsp grated lemon zest, plus fresh lemon juice, to taste, divided

3 tbsp chopped fresh basil, chives and/or parsley, divided

1 Preheat barbecue to medium. Oil grill.

2 Halve Anaheim peppers lengthwise; trim stems and scrape out seeds. Trim fennel stalks and fronds; halve bulbs lengthwise, then cut each half into 6 wedges (do not trim away core; this will hold the wedges together during grilling). If using red onions, trim off stem ends and remove skin, leaving root ends intact; halve onions lengthwise, then cut each half into 6 wedges.

3 Toss together Anaheim peppers, fennel and/or red onion, oil and ¼ tsp each salt and black pepper in large bowl. Grill on preheated barbecue, lid closed and turning occasionally, until softened and charred, 12 to 15 minutes.

4 Spread ricotta evenly over serving platter. Sprinkle with remaining pinch each salt and black pepper, the lemon zest and 2 tbsp of the herbs. Drizzle with oil, to taste. Arrange grilled vegetables overtop and sprinkle with remaining 1 tbsp herbs. Drizzle with lemon juice, to taste.

Watch us make it



3 ways with PC® Grilled Ready Veggie Eggplant

The emoji gets all the love, but the veggie deserves some, too. That ends here.

Eggplant is an unloved summer vegetable. We get it—it's fussy to prepare and sometimes turns out mushy, so you'd rather not add it to your cart. Until now.

Our PC® Grilled Ready Veggie Eggplant comes sliced and already grilled, removing all the prep work.

It has a slightly smoky flavour and is ready to be added to whatever easy, breezy meal you're making.



PC® Grilled Ready Veggie Eggplant

400g

21432028_EA

TOSS A BETTER SALAD



Combine cooked PC® Grilled Ready Veggie Eggplant with drained rinsed canned chickpeas; halved cherry tomatoes; chopped bell pepper, cucumber and parsley; and PC® Turmeric Ginger Vinaigrette. Top with crumbled feta cheese and PC® Black Label Aleppo Pepper Seasoning, to taste.

MAKE A NO-FUSS GRAZING PLATTER



Arrange cooked PC® Grilled Ready Veggie Eggplant on a serving platter with sliced tomatoes, sliced jarred artichoke hearts, jarred roasted red peppers, sliced rounds of goat cheese, olives and capers. Drizzle the platter with olive oil and fresh lemon juice, and serve with warm baguette.

LOAD UP AN EPIC PITA



In a large bowl, mix ¼ cup mayonnaise with 2 tsp harissa spice blend; add one bag coleslaw mix and toss to coat. Layer in warm halved pitas with cooked PC® Grilled Ready Veggie Eggplant, sliced tomatoes, cooked PC® Kofta Beef Meatballs and fresh cilantro.

WHAT DO YOU FEEL LIKE?

Home

Drinks

BBQ

Pizza

Desserts



PACK FOR THE ROAD AND FUEL UP!

Summer is about adventure—and we're paving that adventure with PC Optimum™ points. Before you hit the road, visit an Esso™ or Mobil™ station to earn at least 10 points per litre of gas. Plus, now redeem 4,000 points for 10 cents off per litre* at Esso™ stations. So where are we going first?

Fuel up on PC Optimum™ points at Esso™ and Mobil™ stations



*Up to 40 litres, limit of one redemption per day.
Additional conditions apply, complete details available at pcoptimum.ca/essomobil

Desserts



3 ways to chill out with PC® frozen treats

Cool, delicious desserts are on deck (maybe literally on your deck)! Fill your freezer with PC® Raspberry Hibiscus Flavoured Ice Pops and these other icy essentials.

The brain freeze needs a rebrand, and it starts here with these ice pops. What if, when you ate an icy treat a little too quickly or eagerly, the sensation that hit you was one of pure pleasure? Not an ouch but an oh-my-wooden-sticks-I've-never-tasted anything-like-this moment of joy. Through extensive experimentation (us enthusiastically double-fisting ice pops in the PC® Test Kitchen), we have been able to prove this. Now it's your turn.

#HeyPC

“Give me hibiscus anything!”

–@auntie_kim



PC® Raspberry Hibiscus Flavoured Ice Pops

6 × 60ml \$5.99

21432016_EA



PC® Lavender Lemonade Flavoured Ice Pops

6 × 60ml \$5.99

21432007_EA



PC® Organics Banana Strawberry Fruit Bars

4 × 64ml \$3.99

21433295_EA

Kat's Pick



PC® RASPBERRY HIBISCUS FLAVOURED ICE POPS

I'm a frozen treats girl, and this ice pop just screams summertime to me. The berry is a familiar flavour, but the hibiscus flavour makes it so unique. And because we're PC®, it's not just an ice pop—we've made it into a cocktail too.

–KATHLYNE ROSS,
Vice President of Product Development, Innovation and Sustainability



Raspberry Hibiscus Moscato Sunrise “Poptail”

Get more cool desserts



3 unexpected ways to top PC® Cream First™ Vanilla Bean Ice Cream

Vanilla ice cream is like a white T-shirt—good on its own but better with accessories. To start, you need a really good pint. (You can't make magic with a poorly constructed tee, after all.) Please grab our **PC® Cream First™ Vanilla Bean Ice Cream**, made with cream and vanilla beans (because that's how you do vanilla right). Then add the toppings—think mochi, hibiscus glaze or even a brioche bun. Because, when it comes to fashion, you gotta go big or go home.



**PC® Cream First™
Vanilla Bean Ice Cream**
1.5L
20757157002_EA

THE MUST-HAVE TOPPER **PC® Hibiscus Glaze** **with White Condiment**



Stir together ½ cup each diced watermelon and diced peaches, and 1 tsp PC® Hibiscus Glaze with White Condiment. Spoon into serving bowl and add a scoop of PC® Cream First™ Vanilla Bean Ice Cream, sliced or diced peaches, and a piece of your favourite chocolate. Drizzle with more PC® Hibiscus Glaze with White Condiment.

THE COORDINATING SET **PC® Black Label** **Aleppo Pepper Seasoning** **+ mango + peanuts**



For a brioche ice cream sandwich, spoon a scoop of PC® Cream First™ Vanilla Bean Ice Cream into a toasted brioche bun and top with 2 tbsp diced mango, 1 tbsp each chopped peanuts and sweetened condensed milk, and 1 tsp each chopped crystallized ginger and chopped fresh mint. Sprinkle with a pinch of PC® Black Label Aleppo Pepper Seasoning.

THE SHOWSTOPPER **PC® Strawberry Mochi** **+ strawberries + chocolate**



Add a scoop of PC® Cream First™ Vanilla Bean Ice Cream to a serving bowl (or waffle bowl) and top with one PC® Strawberry Mochi and ½ cup sliced strawberries. Drizzle with melted chocolate (or chocolate sauce), and top with sprinkles and a fresh mint sprig.



Welcome to peak decadence:
cookie crumbs as part of the base,
milk chocolate filling and
whipped cream on top.

A pie to rule them all: PC® The Decadent® Double Chocolate Cream Pie

Chocolate cookie crumbs in the crust.
Real milk chocolate filling. And whipped cream to finish.
Did we just make our best pie ever?

There's a secret to making
your summer 500% better:
Add chocolate. Science
hasn't proven this theory
yet, but after decades of
product making, we know
it to be true. Take our

iconic PC® The Decadent®
Chocolate Chip Cookie,

which is stuffed with as
many chocolate chips as
we can get in the batter

without the cookie falling apart. Summer days are
just better when you use these treats to make s'mores
or ice cream sandwiches. So why hadn't we used our
chocolate logic to make a truly decadent, over-the-top
summer dessert? Our sincerest apologies for denying
you this chocolatey creation for so long.

But now, give us a drum roll and break out your
happy dance, because our PC® The Decadent® Double
Chocolate Cream Pie is here. To start, we pressed
chocolate cookie crumbs to form the base of the crust.
We topped it with a silky milk chocolate filling you
can't stop eating. Then we crowned the whole thing
with dollops of real whipped cream for a grand finale.
Sorry, we just need a minute to drool.

The secret to this extra-indulgent pie? The chocolate,
obviously.

"I distinctly remember the first time I tried this
pie and I knew it was 'the one,'" says Aneta Rybak,
the PC® Product Developer behind this pie. "It had
everything I love in a dessert—the rich deliciousness
of quality chocolate and contrasting textures and
flavours. I wasn't going to eat more, but I went back for
a whole slice. I just couldn't help myself."

Yep, that milk chocolate and cream filling isn't just
100% decadent—it's 100% irresistible.

And it takes everything you love about PC® The
Decadent® products (hello, indulgence) and removes
everything you don't love about making homemade
pie (buh-bye, four hours stuck in the kitchen).

**"My husband and I love to entertain in the summer.
Our friends and family always look forward to
us introducing them to the newest PC® Insiders items.
Last year it was the PC® Yuzu Citrus Japanese-Style
Cheesecake, and this year we can't wait to treat our
guests to this pie. Indulgent is an understatement."**

—SARAH MACMILAN
Atlantic Superstore™ Manager

So how good is it? Well, if you're a fan of our beloved
PC® Key Lime Pie, PC® Yuzu Citrus Japanese-Style
Cheesecake and PC® Coconut Cream Pie, then you
already know a PC® dessert is the summer VIP. And
when you serve our PC® The Decadent® Double
Chocolate Cream Pie at your next gathering, it's all
anyone will talk about (and all you had to do was
pull it out of the freezer and defrost).

And just like that, summer got 500% better.

WHAT DO YOU FEEL LIKE?

[Home](#)[Drinks](#)[BBQ](#)[Pizza](#)[Sides](#)



3 WAYS TO WIN SUMMER WITH PC EXPRESS™ ONLINE GROCERY

① You sun—we shop

Yep, you do the relaxing, and we do the shopping. We have over 800 pickup locations and delivery across Canada, so you can shop over 30,000 exclusive PC® products anytime, anywhere. At home? Order on the patio. Heading to the cottage? Grab your order en route. And did we mention you can earn PC Optimum™ points? You just won summer.

② We've got your back

Forgot the buns for the barbecue? PC Express™ lets you edit your in-progress order until midnight the night before your grocery pickup or delivery time slot.

③ Adventuring made easy

Trips to the beach, picnics, backyard pizza parties—all just a one-stop-shop with PC Express™ grocery pick up or delivery. Need new bathing suits from Joe Fresh® apparel and accessories? Add to cart. Forgot the ice pop moulds? No worries. Shoot, sunscreen! Oh, we've got that, too.

Shop 100+ new PC® products on PC Express™

#HeyPC

“I need elegant picnic wear 😊”

–@coupon.on.the.prairies

6 easy PC® picnic essentials you can buy all at once

Picnics are not inherently stressful events. But you might think they are if your picnic experience consists solely of running madly into multiple stores for the food, the drinks and the gear. The PC® solution: Stop stressing, shop it all in one place and pack a little less plastic in the process. Now look at how much cooler you are with just one stop to make. You're welcome.

Available
For a
Limited
Time!



PC® 26 L Hard Cooler

\$24

21393695_EA



PC® Ice Pop Moulds

\$8

21316066_EA

Available
For a
Limited
Time!



**PC® 1 Gallon
Water Bottle**

\$19.49

21381426_EA



**PC® Planet First™
Bamboo Lunch Plates**

20/pack \$6.49

21353079_EA



**PC® Planet First™
Birch Cutlery Multipack**

24/pack \$3.29

21350519_EA



**PC® Planet First™
Wheat Straws**

50/pack \$3.29

21350548_EA

Complete your picnic



5 simple summer meal plans

Never again do you have to ask “What should I make for...” because these meal plans have got you covered.

Bonus: Shop them all using PC Express™ grocery pickup (yep, we’ve made it that easy).

Vacation brunch

Sleep in, savour that cup of coffee and make a simple brunch.

That’s how you vacation.



PC® Moroccan Shakshuka Cooking Sauce and eggs



PC® Avocado Hummus Chickpea Dip and Spread



PC® Shredded Feta Cheese



PC® Khubz Middle Eastern-Style Pita

Easy weeknight dinner

Grab these for nights when you’ve got 15 hot minutes to get dinner on the table.



PC® Korean Taco Kit



PC® Sweet Kale Salad Kit

Backyard drinks and apps

Keep it casual with a little help from these low-key finger foods and drinks.



RECIPE Halloom and Za’atar Pizzas



PC® Yuzu Citrus Chicken Breast Bites



PC® Kettle Cooked Original Flavour Potato Chips



RECIPE Raspberry Hibiscus Moscato Sunrise “Poptail”

Neighbourhood potluck

Who’s the most popular neighbour? You, obviously.



PC® Pomegranate Lemonade



PC® Pork and Smoky Bacon Skewers



RECIPE Charred Anaheims with Herbed Ricotta



PC® Planet First™ Bamboo Lunch Plates



PC® Planet First™ Birch Cutlery Multipack



PC® Planet First™ Wheat Straws

Outdoor dinner party

Behold a totally effortless meal!

If you need a vegan option, simply swap out the steak for our PC® Plant Based Chickpea & Sweet Potato Veggie Burger.



PC® Free From® Grass Fed Australian Angus Beef Tenderloin Steaks



Green salad dressed with PC® Turmeric Ginger Vinaigrette



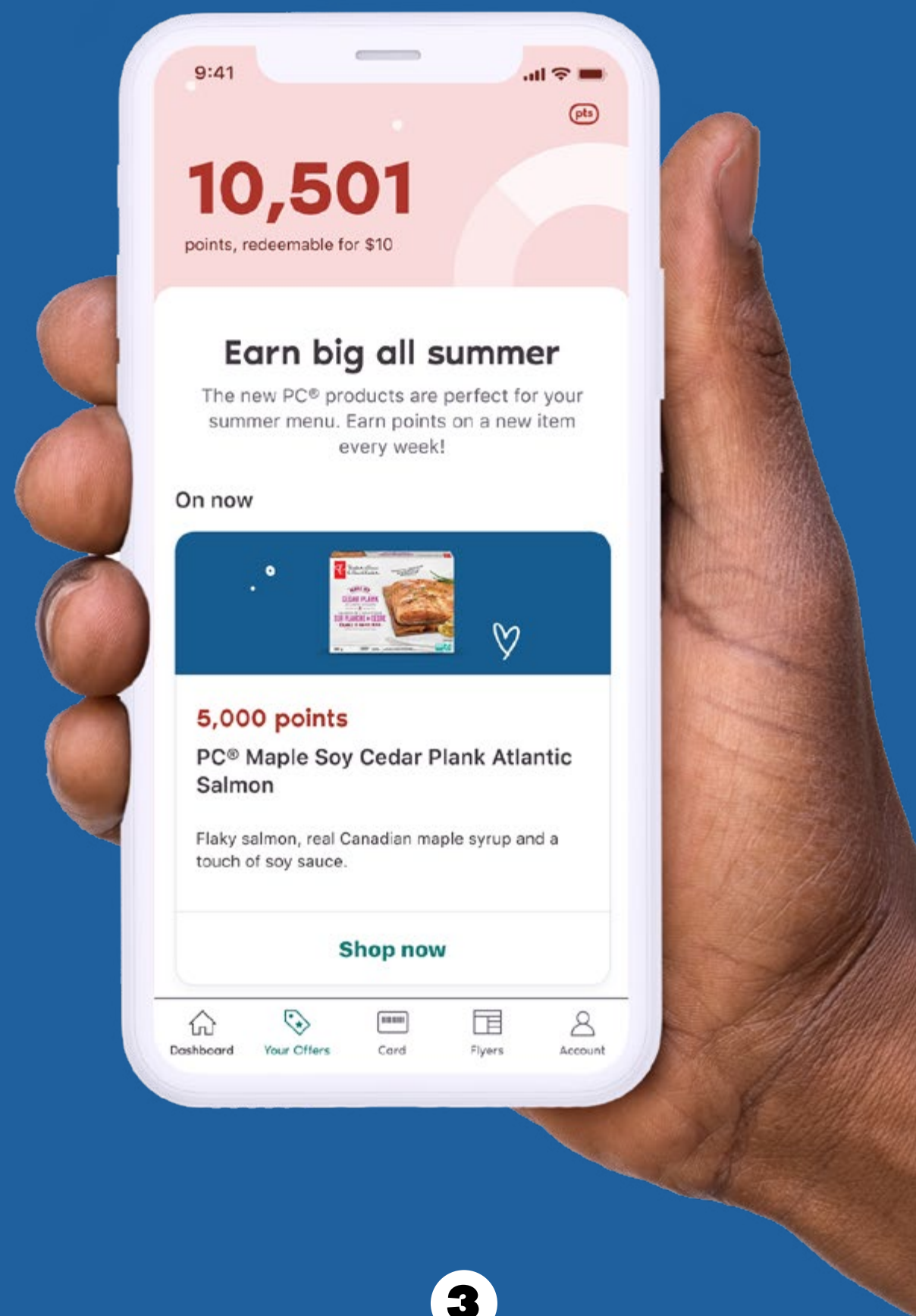
PC® Sauvignon Blanc Dealcoholized Wine with Natural Flavour



PC® The Decadent® Double Chocolate Cream Pie

You could earn 30,000 ^{pts}* this summer

Yep, our best offers are in the PC Optimum™ app. And we have over 30,000 points waiting for you—that's like \$30 in value. Here's how to get in on it.



1

Open the app
*(your offers
are waiting)*

2

Shop your offers
*(and enjoy new
PC® Insiders products)*

3

**Scan your app
at check out**
(hello, points)



Tap to access all your summer offers in the PC Optimum™ app.
Download it wherever you get your apps.

*Based on PC Optimum™ members loading and shopping their PC® Summer Insiders offers from May 19 – July 13, 2022. For full program terms and to register as a PC Optimum™ member, visit pcoptimum.ca



On The Cover

With over 100 new products in our collection, how could we possibly pick a cover star? One bite of our **PC® Raspberry Hibiscus Flavoured Ice Pops**, and the decision was made! Bold, fun and refreshing, they're exactly what summer should be. Then Québécois illustrator Camille Charbonneau (with a few cuddly sidekicks napping at her side) got to work on bringing the cover to life during the cold days of winter. Her inspiration? Warmth, sunshine and all the good times ahead. Her energetic and playful design is a wish list of everything we hope your summer delivers. So, add a few boxes of PC® Raspberry Hibiscus Flavoured Ice Pops to your cart and please invite us to the tasting party.

Advertised regular pricing and product selection (flavour, colour, patterns, etc.) may vary by store location. All savings claims ("Save," "Was," "1/2 Price," etc.) are in comparison to our own regular prices. Savings on items shown may vary in each store location. Quantities and/or selection of the items featured may be limited and may not be available in all stores. For inquiries on product availability at a store location near you, see Customer Service in store or visit us online at any one of our Loblaw Inc. banner stores.

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Exclusive home of PC® products at these locations:

